

A black and white illustration showing a hand in a white sleeve holding a small spoon, pouring liquid from a bottle of Ayer's Cherry Pectoral. The bottle is labeled 'AYER'S' and 'CHERRY PECTORAL'. To the right, a young child with dark hair is shown in profile, looking towards the bottle. The entire scene is enclosed in a decorative border.

Boys don't care. They only think of today. It's the parents who must watch and worry. They know what exposure to the wet and cold means—tender throats, sore lungs, hard coughs. That's why so many homes keep on hand

Ayer's Cherry Pectoral

Just a single dose, when the cold first comes on, is often sufficient. Your own doctor will explain why this medicine is so good for coughs of all kinds, for bronchitis, and even for consumption.

Three sizes: 25c, 50c., \$1.00. J. C. AYER & CO., Lowell, Mass.

"In the winter, when the children take cold so easily, I always keep Ayer's Cherry Pectoral on hand. It is a wonderful medicine for throat and lung troubles."

Mrs. SOPHIA KRISTEN, Brooklyn, N. Y.